

## Abstract

Bachelor Thesis „Communication of the TOP 09 Party for the Parliamentary Elections into the Chamber of Deputies of the Czech Republic in 2010“ deals with the election campaign of the newly established non-parliamentary political party TOP 09 for the elections into Chamber of Deputies. The elections took place in the regular term of 28th and 29th May 2010 after the premature terms of autumn 2009 were twice cancelled. For a complex description of the topic this thesis describes the political matters that happened in the Czech Republic before the parliamentary elections of 2010. These matters influenced the establishment of the TOP 09 party and to a great extent also the potential of its later election success. The thesis also deals with the profile of political party TOP 09, analysis of its election programmes, positioning of TOP 09 in the parliamentary election market and results of election preferences of the party in surveys by research agencies. After that follows the analysis of the election campaign itself. The analysis of the election campaign deals with the general strategy of the TOP 09 campaign – its aim, target groups, tone, topics, timing, levels (national/regional) and budget, as well as with the colour symbology of the campaign, its main faces, media mix and the phenomenon of negative campaigning and its usage. This is followed by the election results as a feedback of political communication. The final chapter of the thesis is the evaluation of election campaign of the TOP 09 party.